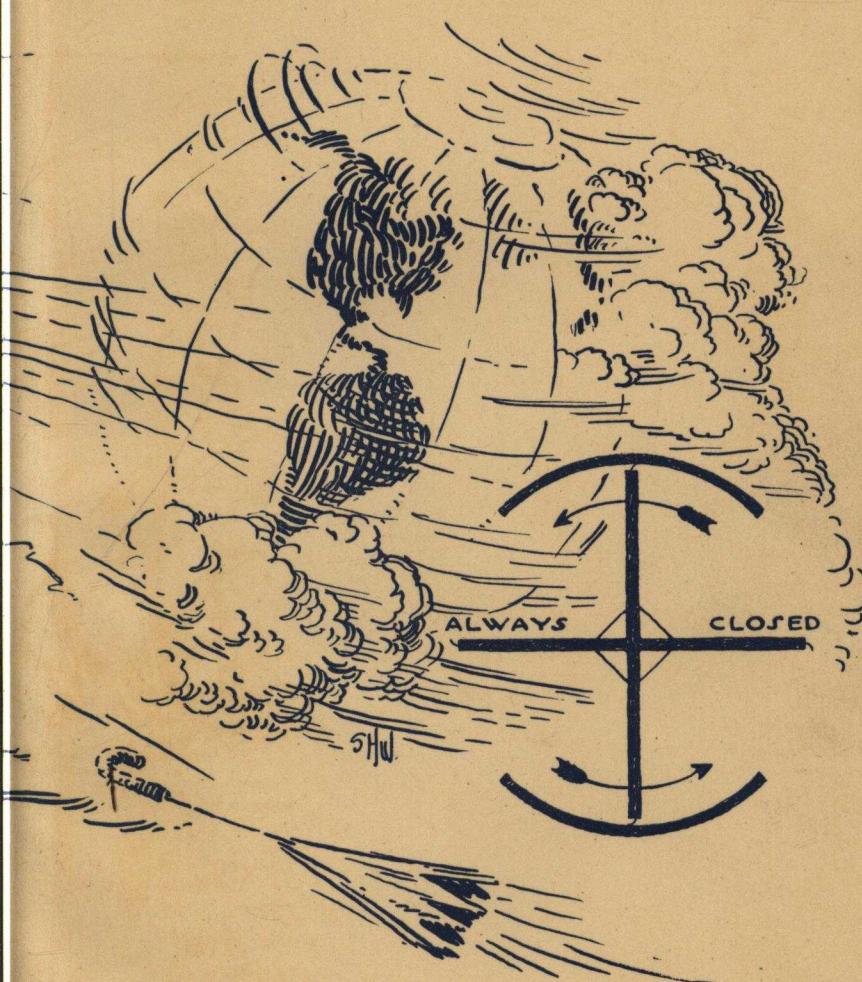




AROUND THE
WORLD WITH
VAN KANNEL







Suppose we start at the bank—always a good starting point for a trip. Here we are at the Deutsche Bank.

AROUND THE WORLD
WITH
VAN KANNEL

By

ROBERT L. BLANCHARD



Illustrated.

Price \$1.00 net.

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Van Kannel Revolving Door Company
New York, N. Y.

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IN THE B. V. K. DAYS

WANDERLUST! The lure of travel! Who among us has not felt the urge to go to all the far corners of the earth—strange lands, amidst strange people?

But, no matter where we go, over land or sea, by plane or train or ship or motor car, when we reach our objective we meet one familiar thing.

An accouterment that traces its birth to the earliest pages of history—the doorway, or entrance.

Doors have ever been a necessity to man. They have been in use, in one form or another, since the early days when our ancestors lived in caves.

Mr. Stonehatchet and family had a door to their modest home. But what a door! Imagine having to roll aside a mammoth boulder in order to enter your home, or club, or "the village store".

Entrance has always been a problem for man to solve. So important has been the matter that door is the one word that remains practically the same in all the Aryan languages. But what a variety of doors have been used.

One of the most primitive forms was the bundle of furze used by the early race on the Isle of Man. Because wood was scarce on the island, bunches of this spiny, almost leafless shrub were placed at the entrances to the rude huts for protection from the elements and wild animals.

In Syria, centuries ago, timber was scarce, as on the Isle of Man, and doors were made of stone.

When nomadic tribes began to hang a curtain of skin or cloth across the aperture used as an entrance to their tents,

Mysterious Stonehenge
Wiltshire



a better form of entrance was secured. Better, that is, for their purpose, for they were able to carry their doorways with them in their peregrinations, as they carried their homes.

In the days of King Solomon, gorgeous doors of olive wood, carved and overlaid with gold, were used. And from paintings in old Egyptian tombs we learn that those people used single and double doors.

From Homer we learn that Grecian doors were cased in silver and brass, but unfortunately no Grecian door has been preserved for the inspection of modern man.

Mythology does not make it quite clear, but either the Romans named their god Janus for the door (entrance), or the entrance (*Janua*) for the god. Probably the former, for we may assume that doors were in existence before gods. At any rate, the Roman god Janus presided over the beginning or entrance of the year, and is represented with a scepter in his left hand and a key in his right. Numa dedicated to Janus the passage—a sacred gateway—close by the Forum, on the road connecting the Quirinal with the Palatine. The entrance month of our calendar is called January after the god Janus, who in turn derived his name from *janua*, the Latin entrance.

The Romans had single, double, and folding doors. Excavations at Pompeii show that the latter were connected by hinges.

The door of the early inhabitants of England—the charcoal burners—was simply a movable board. The huts of these ancient people had a small opening similar to that which the modern Eskimo makes in his igloo of ice, and, after entering, one pulled the board over the entrance and

fastened it on the inside. Upon leaving the hut, the dweller laid the movable door against a peg in the ground near the entrance.

The sliding door came into use not long after this. As it moved in a groove, this door saved space, and was an improvement in many ways on the doors of the time. But it was extremely unwieldy.

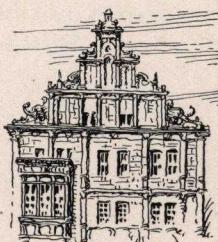
Thereafter, from medieval times down to 1890, innumerable entrances and doorways of beauty were built. And though lavish expenditures were made, no step was taken to improve the usefulness of entrances.

But the importance of the entrance was realized. H. Tanner, Jr., in his learned treatise on the subject of entrances, says:

“In all ages we find—without looking so far back as the rock-cut dwelling or those primitive huts where the door was practically the only feature, a quite moderate knowledge of the early styles of architecture, such as Persian or Egyptian, will enable us to appreciate the extent to which the entrance was emphasized, while among the Greeks the vast porticos at the entrance were the chief beauties of the building.

“..... the Romans again.....equally assiduous in accentuating the entrances.....and so through the succeeding ages we find in all countries and styles of architecture, Classic, Byzantine, Gothic, Renaissance, that the paramount importance of the entrance is recognized above all other external features.”

Pied Piper's House
Hamelin



VAN KANNEL IN THE HOTEL WORLD

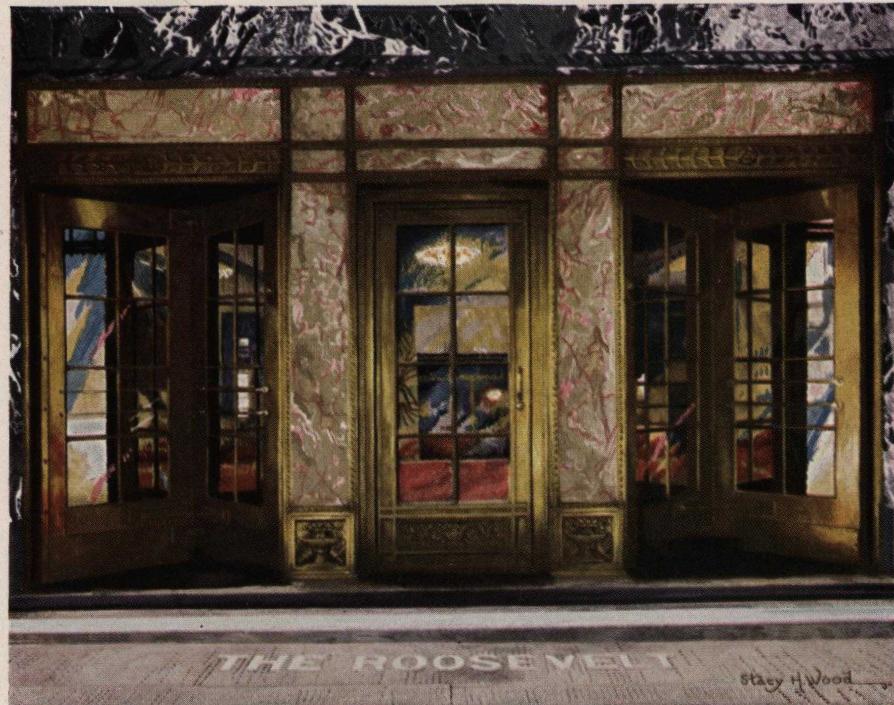
HOW important to travelers is the matter of lodging facilities, and, go where we will—in the old world or new—we find luxurious hotels! Sometimes old in structure and actually quaint in management, the better hotels are quite modern in equipment and appointment. Entrances are in keeping with the demands of modern folks and often it happens that Van Kannel Revolving Doors, silently turning on ball bearing hangers, usher the weary traveller into rooms of Old World splendor.

Shall we go to northern Europe, to Sweden, Denmark? To the British Isles? To central Europe through Poland, Germany, Belgium, France, Austria, Hungary, Roumania, and on to sunny Spain? To southern Europe, Monte Carlo on the edge of the warm blue waters of the Mediterranean? In each of these places we'll be welcomed by Van Kannel doors.

Let us cross the beautiful Mediterranean Sea. As the coast line of Africa is approached we may well review in our minds all the wild tales we have read and heard about the "Dark Continent"—tales of desert raids, of savages and slaves, the gold coast, wild beasts, brave explorers and no less intrepid missionaries—for these black, low-lying hills have a sinister appearance.

But here we are—Tunis. Ah, delightful babble of strange tongues, glamorous air of mystery and magnificent color. No fear here, only sunshine and blue skies and bluer water and charming noise and confusion. Van Kannel? Surely not here! But, yes, there in the sumptuous Tunisia Palace Hotel—there it is, the dignified revolving door.

One of the chain of United Hotels—the Roosevelt in New York City. This famous hostelry, adjacent to Grand Central, has witnessed many a famous traveler pass through its revolving doors.

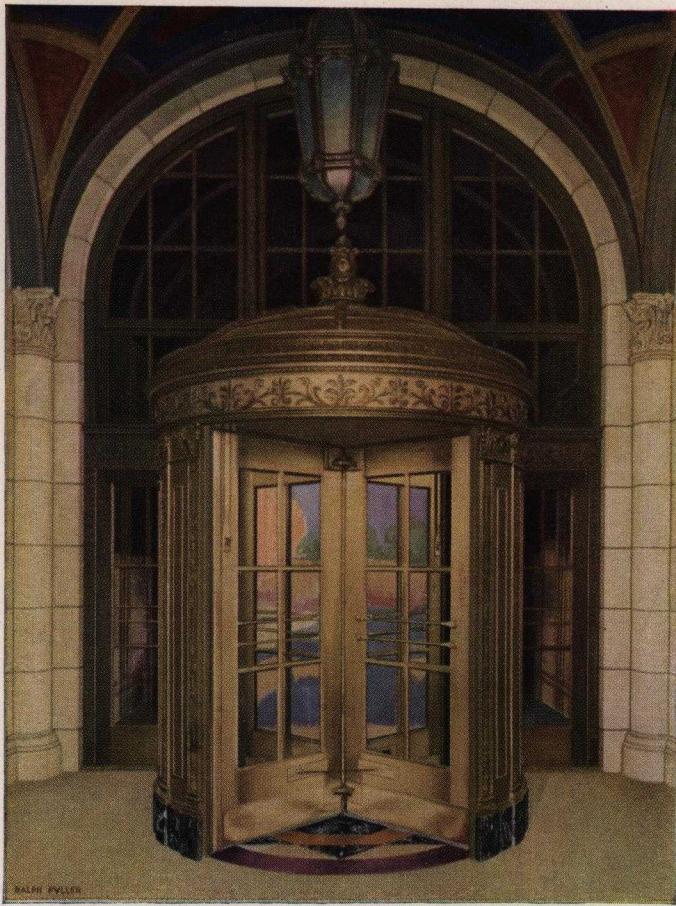




The Hotel Regina, Paris, is an example of the Louis XV or Rococo design in architecture. Past its revolving door entrance lies French hospitality.



Named for the founder of the colony, the Lord Baltimore Hotel, in Baltimore, Maryland, considers the comfort of its guests and installs a modern better entrance by Van Kannel.



Built on the site of the old *Netherlands*, in New York, commemorating the fame of Louis Sherry, the new *Sherry-Netherlands*, whose Van Kannel Revolving Door is here shown in full colors in a close-up, is one of the achievements of the American hotel world.

More Europe? Certainly. Let us return to Nice, our steamer skirting first Sardinia and then Corsica, the latter the early home of the great Napoleon. From this brilliantly sophisticated, pleasure-wise resort, we motor over Europe's most famous cliff drive—the Grand Corniche—to Monte Carlo. Here, in the Riviera Palace Hotel, the elite of the world pass through Van Kannel doors. How many thousands have come through this door at the beginning of a new day, buoyed up with the thought that today was the day of success. How many have plodded wearily back in the late hours of night, after the casino had closed, sadder, but seldom wiser. Yet some there are who swing through with light step. Winners for the day! And wise old Van Kannel admits them all, giving each, winner and loser alike, the faultless service for which it is constructed.

But we journey back northward. Poland, that much disputed land situated between Germany and Russia, is now a Republic. Home of Jan Ignace Paderewski, pianist and president, and Pilsudski, warrior and statesman. In Warsaw, principal city of the country, we may stop at the famous Hotel Savoy, the entrance to which is made beautiful and serviceable by the installation of a Van Kannel door.

Westward? By all means. It is but a step into Germany, and there, in Berlin, let us stop at the Hotel Kaiserhof, where we will be greeted by Van Kannel doors—now an old friend in our jaunt around the world.

Hyde Park Hotel
London





Out where the sandstorms blow, in this poetically named, Westward Ho! Hotel, Phoenix, Arizona, patrons are protected by a V. K. revolving door.



*Across the pond we whisk, to the ornate entrance of
the Berkeley Hotel, London, England. Again we find
Van Kannel doors in evidence.*



Underwood & Underwood

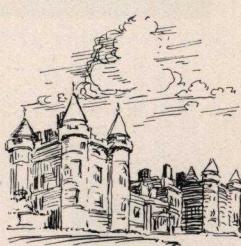
Who does not like Parker House Rolls? Wherever we may travel, it is pleasing to remember that a brand-new hostelry keeps alive the fame of the famous Parker House, Boston, up to the moment in equipment as you see.

From Germany we pass southwesterly through brave, glorious little Belgium. In Brussels—or Bruxelle as it is known in Europe—the capital city, we go to the Grand Hotel just off the Place Anspach. We are greeted again by Van Kannel Revolving Doors—noiseless, efficient and beautiful.

But we must not neglect Paris. Paris of wide boulevards and parks. Paris with its Eiffel Tower, Louvre, Trocadero, The Madeleine, Champs Elysees—beautiful, care-free Paris. We must hurry, for our time is short. We'll stop at the internationally known Hotel Ritz, the entrance of which is fitted with a magnificent Van Kannel door.

Now let us hurry to Le Bourget flying field and take a plane to England. We'll return to Paris later, but at present we must keep an appointment in London at the Hotel Cecil. The Cecil in the Strand, welcomes us through a revolving door, and, yes, it's a Van Kannel.

Holyrood Palace
Glasgow



*It is a steel mill town
—Gary, Indiana.
But its hotel is
modern in all of its
appointments, from
entrance to the en-
trees served.*



V. K. IN THE RESTAURANT WORLD

THE Banquet table, in one form or another, has been with man since the fateful day in the Garden of Eden when the Serpent played the part of mine host and the lowly apple was the *piece de resistance*.

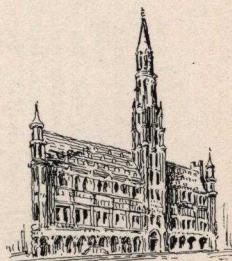
What a wonderful story the history of the world as reflected by the food of its people would make! Contrast the luxurious feasts of the Romans with the plain, almost severe food of the early New Englanders and the easy decadence of the citizens of the great empire.

The restaurant table of today is the richer for the epicures who have lived before. All the gastronomic art of the ancients has been poured into the lap of the modern chef. Upon the foundation of their knowledge a banquet that would tempt Lucius Lucullus himself is prepared.

The mere contemplation of some of the magnificent restaurants which have installed Van Kannel Revolving Doors to add to their beauty and convenience and comfort conjures up a vision of many of their world-famous dishes. Canapes Anchovy, caviar, meringues, Banbury tarts, tarte al sacienne, Bavarian cream, Bearnaise sauce, chaud froid sauce, pate de foie gras, Mulligatawny soup, eggs a la suisse, brioche, kohlrabi, Lobster a la Newburg, mangoes, pimientos, petits fours, Scotch shortbread, Neufchatel and Bel Paese cheese—rare delicacies collected from the four corners of the earth and prepared by master chefs.

Important though it be, the actual food served at the table of today is not sufficient for the modern taste. Jaded palates, since time immemorial have sought the new, the

City Hall
Brussels



The day must have been a cold one in Berlin when our photographer took this view of the Restaurant Continental but the diners within felt no drafts, because of the V. K. entrance.



From within looking out, in Prince's Restaurant, London, England. Its proprietor has found, as had many another around the world, that tables may be placed near the door, with comfort—if it is a V. K.



In a hurry—want just a bite—let's try a Happiness Restaurant. Here is one of the New York ones, looking towards a revolving door.



unique, both in food-stuffs and in manner of preparation and serving. Today's feast must be a symphony of delicate foods blended with magnificent decorations. The exterior as well as the interior decorations play a subordinate but important part.

And famous cafes and restaurants the world over have added the finishing touch to their establishments by allowing madame and monsieur to step lightly through a beautifully designed Van Kannel door into their brilliant interiors.

But we must dine. Shall we try Delmonico's in New York? McConkey's Restaurant in Toronto? Or shall we try some of the splendid dishes of Europe? Wherever we find famous restaurants we may find Van Kannel Doors.

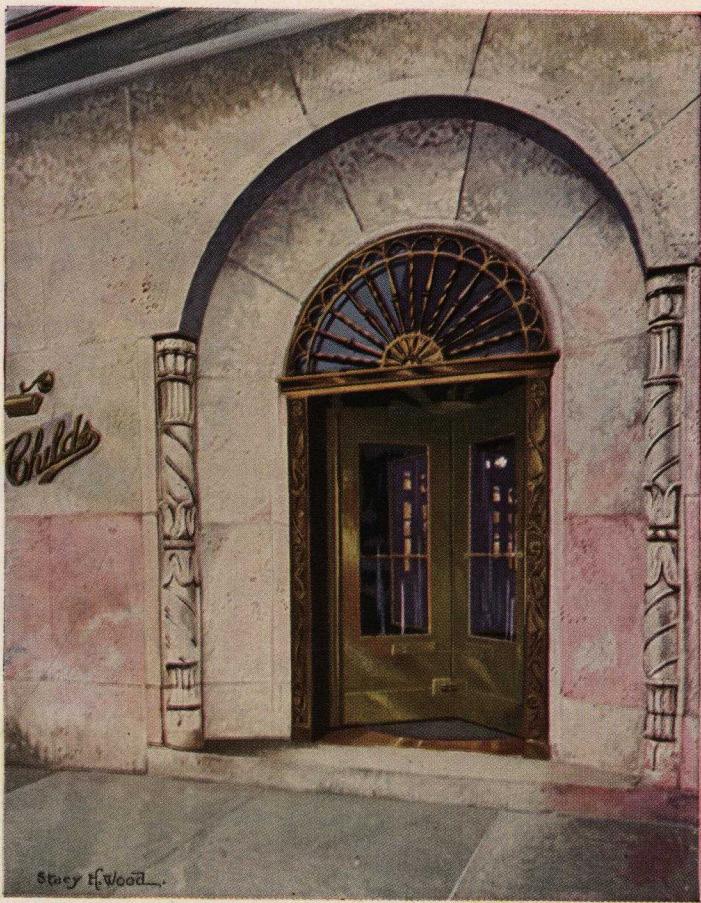
Maxim's in Paris, the Cafe Du Balcon in Cherbourg? Perfect cuisine—and perfect entrances! In Vienna, gay city of the Blue Danube, we may dine exquisitely at the Cafe de l'Europe or the old Restaurant Hoepfner or at the Cafe Siller, where we will enjoy food to the emperor's taste and find doorways equipped in the modern manner.

The Cafe Hungaria in Budapest and the Hotel Groszherzog Stefan in Prague, Czecho-Slovakia, both admit us through the revolving doors built by Van Kannel. In Bucharest, Roumania, we enter the charming Cafe Steinbruch through the same type of door.

To Germany, land of hearty eaters. In many of the hotel dining rooms of Berlin we find Van Kannel doors as we do also in the Restaurant Deutsches Theatre in Munich and the Hotel Romerbad in Weisbaden, the famous health resort. In Leipzig, what is this? Yes, the Automaten



A favorite with the ladies, of New York and Boston especially, Schrafft's. The entrance here pictured is the popular downtown one in Boston.



Childs! Known the world over, and feeding multitudes who would dine wisely and well. This one is on Broadway, New York, and its full color entrance blends beautifully with the bronze revolving door.



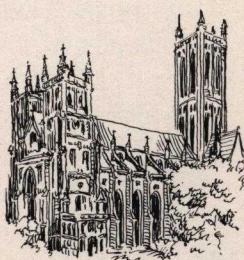
The Champs Elysees Restaurant, Paris, where two entirely unnecessary doormen are on the job, as we see. We say unnecessary because the entrance has a revolving door which will turn most easily to welcome the hungry.

Restaurant—Germany's "Automat"—with Van Kannel doors.

In London, Prince's Restaurant as well as the Berkeley Hotel, famous for its cuisine, provides easy Van Kannel entrance for the smart people who nightly gather there.

These lovely dining halls are rich in decorative designs that hint at all the heady spices and scents of the Orient, the delicacies of the Mediterranean countries, and the frozen dishes of the Scandinavian peninsula. And all of them add to these decorative schemes with the serviceable, beautiful Van Kannel Revolving Doors.

Canterbury Cathedral
Kent



Always on the increase, so the statisticians tell us, is cigarette consumption. Here we find Van Kannels to care for the crowds who daily visit this impressive Lucky Strike demonstration on Broadway, New York.



V. K. IN THE BANK WORLD

MONEY has become in all civilized lands the universal instrument of commerce. By its intervention goods of all kinds are bought and sold, or exchanged for one another.

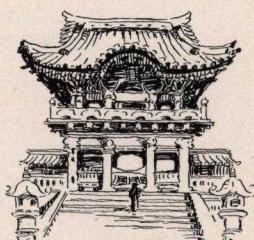
Yet it was not always like this. The romance of money is a fascinating tale that harks back to the rude ages of society when cattle were the common instrument of commerce. The armour of Diomede, says Homer, cost only nine oxen; but that of Glaucus cost a hundred oxen.

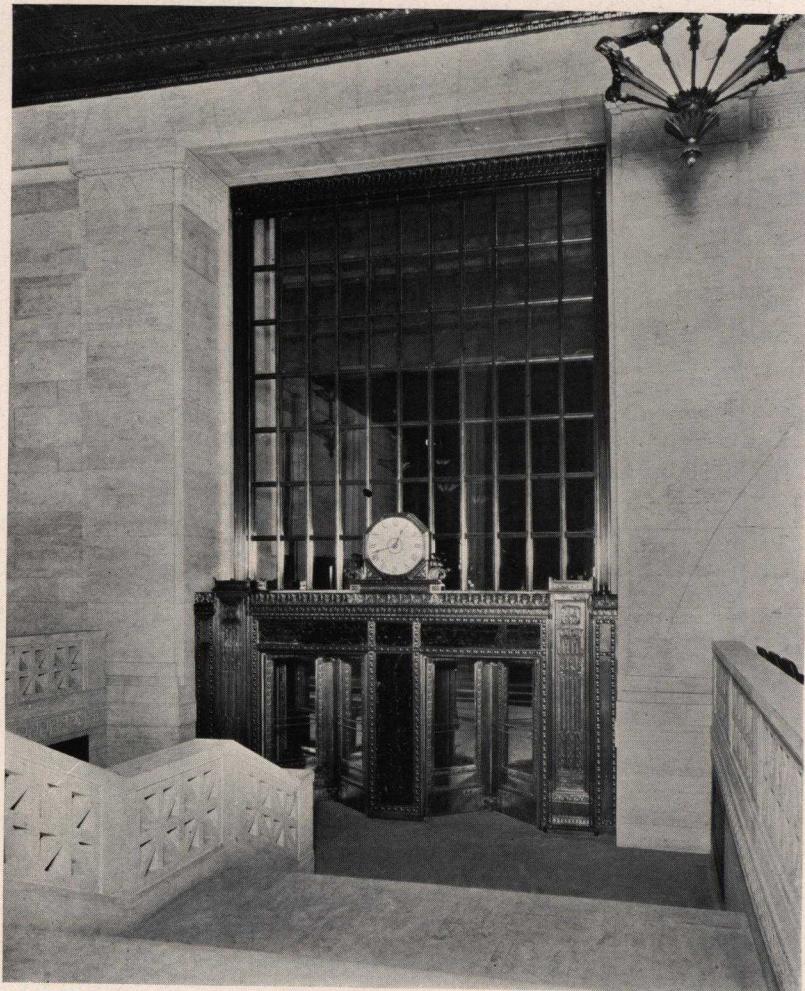
Salt was once the basis of barter in Abyssinia; a species of shell in some parts of the coast of India; dried cod in Newfoundland; tobacco in Virginia; sugar in the West Indies; hides and dressed leather in other countries; and as late as 1776 it was not uncommon in some villages in Scotland for a workman to carry nails instead of money to the baker's shop or the ale-house.

In all countries, however, men seem at last to have been determined by irresistible reasons to give the preference, for this employment, to metals above every other commodity. Metal could be kept with as little loss as other commodities and it could also be divided easily into any number of parts. This was important, for imagine the man who wanted to buy salt, for example, and had nothing but cattle to give in exchange. He was obliged to buy salt to the value of a whole ox, or a whole sheep, at a time.

Different metals have been made use of by different nations for this purpose. Iron was the common instrument of commerce among the ancient Spartans; copper among the Romans; and gold and silver among all rich and commercial nations.

*The Golden Gate
to Nikko's Famous
Temple*





*This beautiful entrance-way in one color can do but
scant justice to the exquisite new structure of the
Chase National Bank, New York.*



"Three removes are as bad as a fire," wrote Poor Richard for whom this Franklin Savings Institution, Newark, N. J. was named. Many a Van Kannel door, however, has been subjected to more than three removes and yet is still going strong.

Funds low? Let's stop at a bank—here we see Blydenstein's Bank, London, England—and like many another, with a V.K. revolving door.



Originally those metals were used in rude bars, but with the increase of trade they became stamped to denote quality.

Today great financial institutions house the wealth of nations. And the homes of these organizations afford a fine example of expression, through architecture, of the solid financial structures of those institutions.

The number of banks in New York who have fitted their entrances with Van Kannels is, of course, greater than that of any other city—New York with its array of commanding and very modern financial houses.

Many of the greatest banks in other cities of this country and other countries the world over—The Bank of Montreal—The Imperial Bank of Toronto—The Deutsche Bank of Bremen—the Banque de Verviers, Belgium—Banco Guipuzcoa, San Sebastian, Spain—to mention a few, also use Van Kannels. Travel where you will, from the far south to the cold regions of Canada, from London and continental Europe to Japan, and when you visit your banker you will generally find his office equipped with the same convenient, easy-to-open revolving door of Van Kannel make.

In New Orleans, the Marine Bank and Trust Company, and the Witney Central Trust and Savings Bank, two great present-day buildings which look down upon the Vieux Carre and the Old Spanish Cabildo, are equipped with Van Kannels. Nearby, in Florida, land of the Seminoles, alligators, oranges and palm trees, you will swing through a Van Kannel door when you enter the Florida National Bank in Jacksonville.

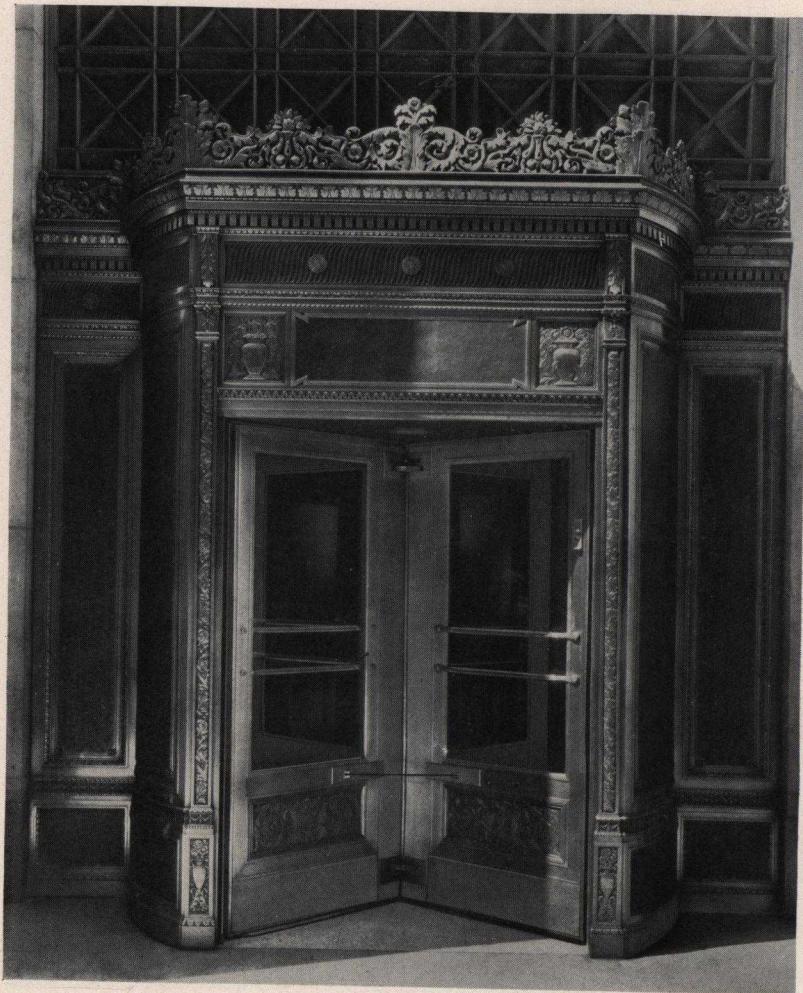
Then, going north to Canada, we find that the Union Bank of Toronto, the Ottawa Bank of Ottawa, the Sterling

Bank entrances especially tend to confirm the prestige of the institution. Here is an attractive prestige - building entrance of the Grand Rapids (Michigan) Trust Company.



Travelers from abroad who have not crossed Texas do not have a real conception of the size of America. One of the show places of Houston, Texas, is this Federal Land Bank entrance.





*Still another prestige-creator in the banking world.
One of a battery of three revolving doors which form
the entrance of the State Bank, Chicago, Ill.*

Bank of Winnipeg, and the Permanent British Columbia Savings Bank of Vancouver, are all equipped with Van Kannel doors to give greatest protection from the extreme cold of winter, and the trying dust of summer.

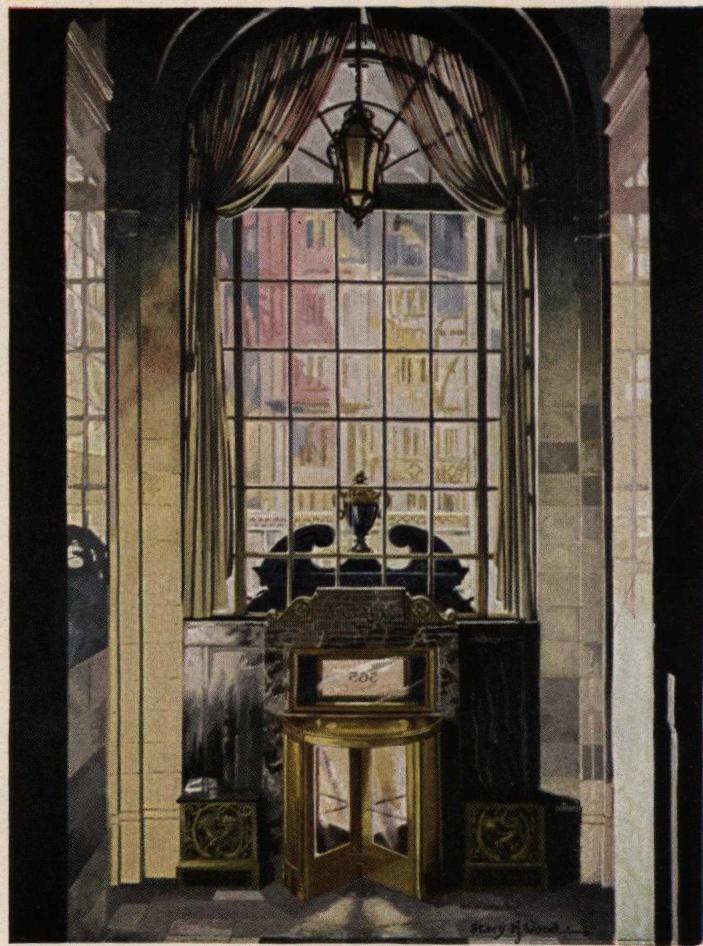
The list of bank buildings in which this kind of door is installed makes a complete circuit of the United States—from the Fidelity Deposit Company of Portland, Maine, to the Union Trust and Safe Deposit Company of Spokane, Washington; from the Scandinavian - American National Bank of Grand Forks, North Dakota, to the American National Bank of Austin, Texas; and crisscrosses through all the intervening states. How ably did the inventor Theophilus Van Kannel plan half a century ago!

And surely he built for precision of operation when he constructed a door that would please conservative old Blydenstein's Bank in London. Solid and sound and beautiful. A Van Kannel door receives all patrons of the institution.

Around the world? Certainly! In Berlin there's the Bolind Bank and the Deutsche Bank and the Shoening Bank, internationally known, all of them. And all equipped with Van Kannel revolving doors.

Then eastward. Shall we take the famous Simplon Express through Europe and then the transcontinental over the wastes of Russia and Siberia? Or, shall we go by rail to the Mediterranean and thence by boat? On through the narrow passes of Suez, into the Indian Ocean, and, after quiet days upon the turquoise sea, to China. Thence to Japan, land of the Sun.

Modern methods of providing ready funds for sightseeing and shopping trips enable us to call upon our banker

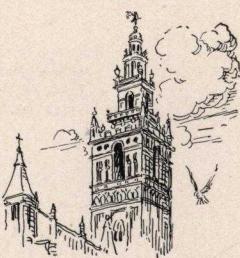


No matter where we travel in the banking world one will need to go far and seek long to find a more dignified entrance than this one of the Straus National Bank and Trust Company, on Fifth Avenue, New York.

in each city we touch. And as we enter the Nippon Shintaky Bank in Osaka, and again, going into the Nippon Kogya Bank in Tokio, we pass through a Van Kannel door.

Their convenience, their readiness to open is everywhere a welcome to the banking establishment. Efficiency in their operation serves the banker and serves his client. We feel at home the world over, sensing that the entrance speaks for the wise and smooth-running conduct of affairs within the bank.

*Giraldo Tower
in Seville*





Before taking off for the Orient, let's take a look at the American Trust Company, Oakland, Calif. In this land of sunshine, as the world round, we find V. K.'s on the job.



Another financial house equipped with Van Kannel doors, The Guarantee Mortgage & Title Insurance Company of Passaic, N. J. A sturdy entrance-way into a staunch institution.

V. K. IN THE OFFICE BUILDING WORLD

CRWDOS.....and more crowds.....and still more. Thousands of busy men and women hurrying to work in the morning. And again, at the close of day, hurrying home once more. The rush and bustle of great cities.....the roar of congested traffic.....the tiresome struggle of getting places.....

Speed is an important factor to the thousands who keep the wheels of industry turning. When the towering office buildings of today pour out their crowds, exit facilities must be able to take care of them. Speed, speed, speed.....and still more speed is the demand.

Here Van Kannel doors are in their element. Smooth, rapid, noiseless performance eliminates the traffic congestion that invariably ties up the old-fashioned double doors—eliminates the terrible nervous strain that wears itself into the consciousness of employees and employers who often must rush helter-skelter against a swing door contraption worthy only of the Middle Ages. An entrance apparatus that oftentimes proves a barrier.

In New York City, the Equitable Building, largest office building in the world, is completely Van Kannelled. At the Nassau Street and at the Broadway entrance of the building, three revolving doors keep traffic in and out of this great structure flowing evenly and quickly.

In other great buildings all over the world the door problem has been solved by the installation of Van Kannels. A few of the buildings so fitted in New York City are: the Bush Building, Cunard Building, Hudson Terminal Building,



Our photographer informs us this is the tallest building in all of Europe—a new 17-story skyscraper in Sweden.—Photo by Ewing Galloway



News from home? We will drop in at the "Daily News" office in London, and look over the dispatches from America. Sturdy and strong is the entrance—with its revolving door included as a part.

International Mercantile Marine Company Building, New York Life Building, Singer Building, Whitehall Building, Western Union Building, World Building, Marbridge Building, Postal Telegraph Building, Sun Building.

The New York Stock Exchange, the heart of the financial district of New York is equipped with a Van Kannel door, and so, too, is the New York Times Building located at Broadway and 42nd Street—crossroads of the world.

The Van Antwerp Building in Mobile, Alabama, and the Arizona Copper Company Building at Clifton, Arizona, are both Van Kannel users. From Atlanta, Georgia, where the Healy Building is fitted with a Van Kannel Revolving Door, to the S. S. Kresge Company Building at Detroit, Michigan, this modern manner of entrance is widely used.

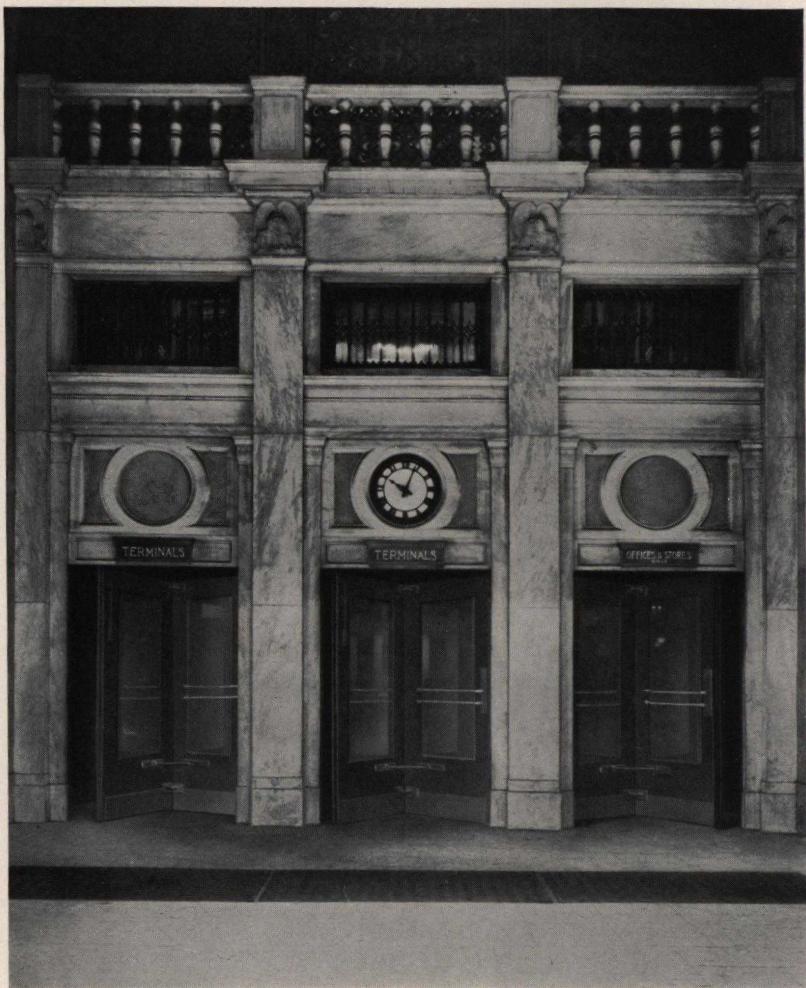
In Cincinnati, Ohio, the Dixie Terminal Building; in Newark, New Jersey, the Prudential Building; in Hartford, Connecticut, the Travelers Insurance Building; in San Francisco, California, the Wells-Fargo Building—these are a few links in the great chain of better entrances that are Van Kannel equipped.

From San Francisco's Golden Gate let us travel west, to the other side of the world. In Shanghai, China, a huge modern office building has been constructed by the industriousness of Captain Robert Dollar, the American shipping king. Strange little yellow men, when they enter this building, enjoy the same enlightened entrance facilities that have lessened the burden of life for so many Americans.

Tokio, Japan, is the headquarters of another mighty merchant fleet. Sailors the world over are familiar with the "Maru" ships of the Nippon Yusen Kaisha Line, for they

George Square
Glasgow





Down in Cincinnati, Ohio, we find street cars and interurbans make their starts from the new Dixie Terminal Building, drafts from whose concourse office building tenants never feel because of the Van Kannel Revolving Doors shown here.

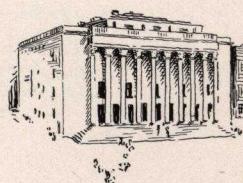
dot the seven seas and the five oceans. In the Nippon Yusen Kaisha Building in Tokio, Van Kannel Doors, which serve the civilized world, allow for easy and correct entrance.

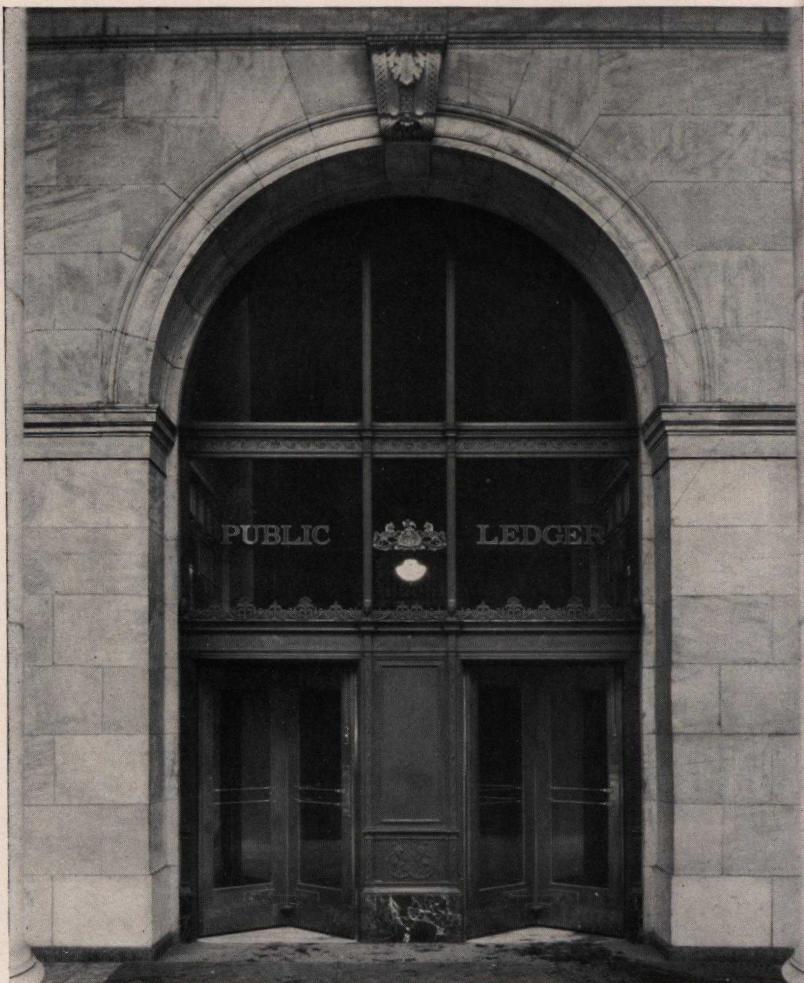
In Canada and in Texas, in Utah and in Maryland, Van Kannels have received the enthusiastic support of builders and architects. In Montreal, the Mail and Empire Building, in Toronto, the C. P. R. Office Building, and in Vancouver, B. C. the Vancouver Building all use Van Kannels. In Dallas, Texas, lean, sun-bronzed plainsmen pass in and out of the Magnolia Oil Office Building through a Van Kannel Door.

In Salt Lake City, Utah, home of the Mormons, and one of the beauty spots of America, the huge Clift Building is equipped with a Van Kannel door. Here the characters made famous by Zane Grey come in contact with the most modern in entrance equipment. And in Baltimore, City of Homes, the great office building of the Consolidated Gas, Electric Light & Power Company, is Van Kanneled.

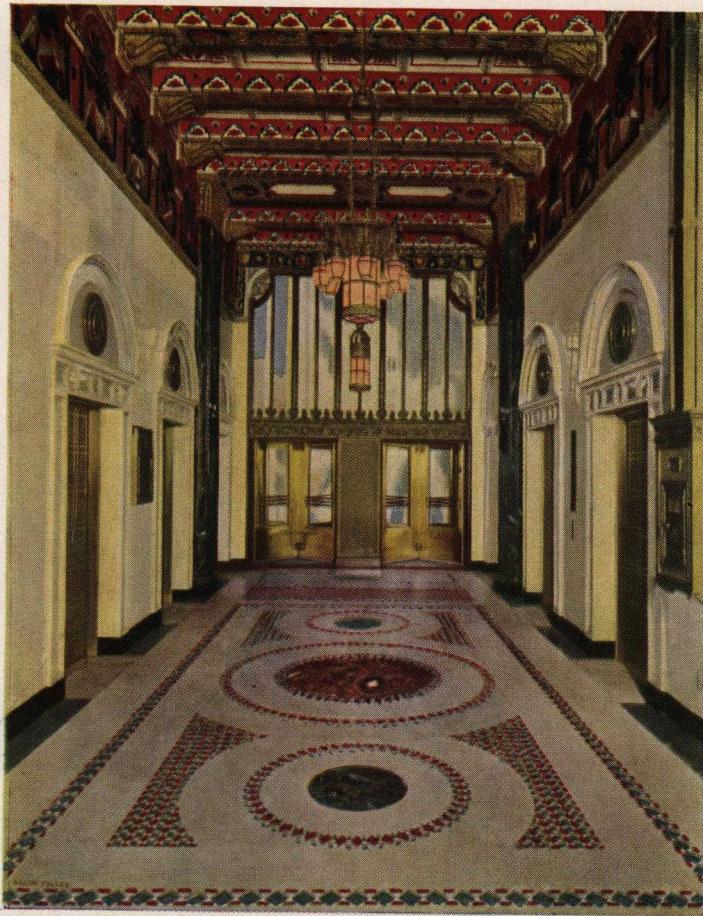
Office Buildings everywhere, north, south, east and west testify to the value of the revolving door and their builders insist on Van Kannels for the quiet, never-failing efficiency that is demanded by captains of industry.

*The Concert Hall
Stockholm*





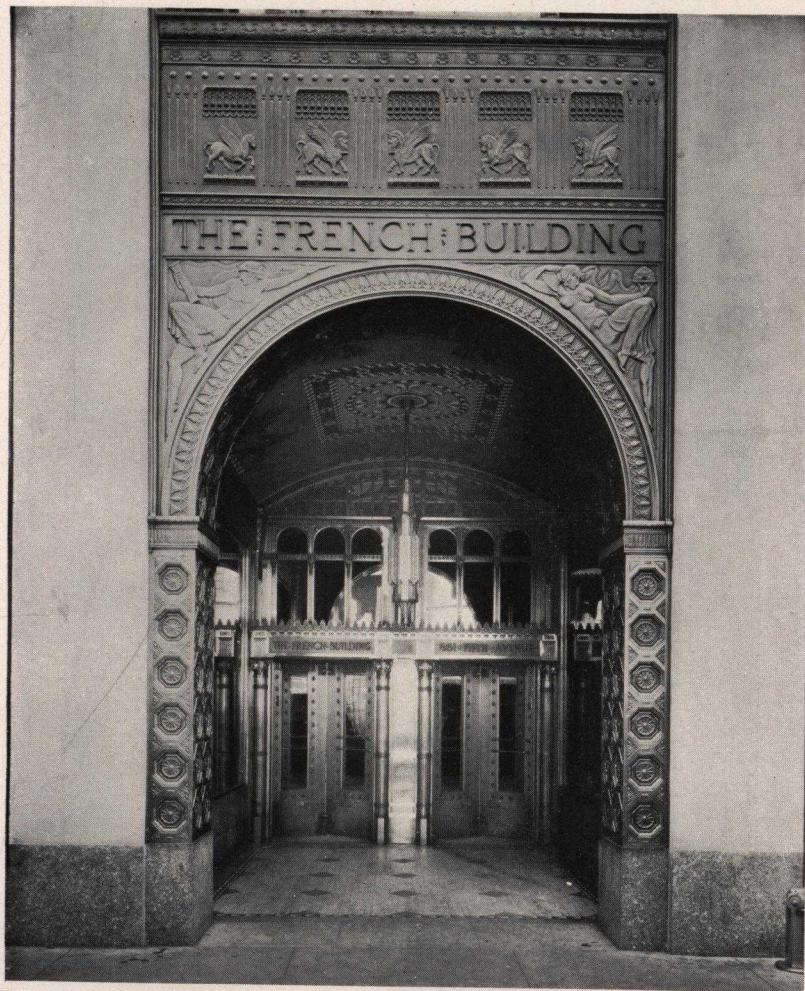
*“The Public Ledger” of Philadelphia is one of the
new show places in that city, another monument to
the publishing genius of Cyrus H. K. Curtis.
Another V. K. as well, you will note.*



At the Golden Gate, enroute to Hawaii, one will find the colorful Hunter-Dulin Office Building, as painted for us by the artist.

Almost primeval in its appearance, surely unusual in its treatment, is the entrance-way of The Greater Penobscot Building, Detroit, Mich., but fitted in to the scheme are the revolving doors.





The beautiful bronze entrance to the French Building, New York City, is modern in design and construction. The two Van Kannel doors harmonize perfectly with the setting.



North winds may blow, and snow may pile high, but the cigar counter in the Baker Building, Minneapolis, Minn., is a comfortable place to linger, due to the better entrances by Van Kannel.

V. K. IN THE RETAIL STORE WORLD

IT was the fame of the British pearl, according to one tradition, that first prompted Julius Caesar to cross the Gallic Straits. The establishment of Latin colonies in England gave great encouragement to trade and led to the development of the chief manufacturing resources of the country. Many modern trades trace their history to early Roman times.

Commerce in England began more than two thousand years ago. The Phoenician and Carthaginian traders visited the Scilly Islands and the coast of Cornwall in quest of tin and laid the foundation of our present-day system of merchandising.

At the time of John, Duke of Brabant, English merchants were powerful and enjoyed a high reputation. At this time we find an old order which granted the title of "thane" to every merchant who made as many as three trips across the channel with a ship-load of his own goods, even though he had been born a serf.

The first retail stores in England were a natural and logical development. Originally merchants and traders would gather at the fairs and exchange and barter their goods. Later they held regular markets, but usually on the outskirts of the towns. There were no stores in the sections of the town where the people were most thickly settled, but the need for them was soon felt and many traders used the front rooms of their homes for storing merchandise. Thus the first retail stores came into existence.

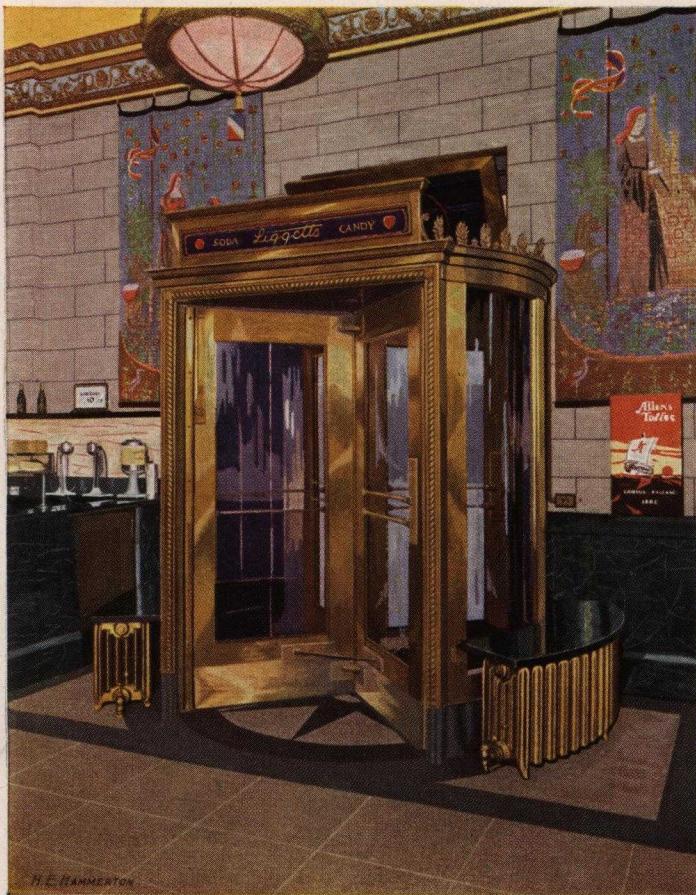
Later, additional rooms were built on the upper stories

*The Town Hall
Cassel*





Doing so much walking as we have done in our travels around the world with V. K. we will need new shoes. Why not shop here at O'Connor & Goldberg's elaborate Chicago shop?



Drugs, sodas, and what-will-you-have, one finds now in drug stores. At "the crossroads of the world," Times Square, New York, one sees this colorful entrance with the revolving door a part of the picture.

The J. L. Hudson Company, Detroit department store can supply us almost anything we may wish from their skyscraping establishment. Here we see one battery of revolving doors at a busy entrance.



of the house to accommodate merchandise in storage while the downstairs room was used as a display and trading room. We find these additions being built out over the street, but in conformity with the law they were "nine feet above the ground so as to allow of people riding underneath."

With the forming of the guilds in London, English merchants flourished and we find the Mercers and the Grocers who developed into the modern retail and wholesale merchants.

The Mercers sold all goods and articles which could be weighed on the small balance scales and the Grocers sold, to the Mercers, usually, goods in quantity which had to be weighed on the large scales.

The era of great department stores began late in the nineteenth century. Today we have huge structures housing organizations which sell many thousands of articles.

These buildings are models of efficiency and many of them are equipped with the revolving doors which invite patronage, and at the same time give complete protection to all within.

The two large blocks of stores which bear the name of John Wanamaker, at Broadway between 8th and 10th Streets, New York City, are equipped with Van Kannel Revolving Doors, as is the Wanamaker store in Philadelphia. Thousands enter daily the great department store of Stern Brothers, located on 42nd Street, just off Fifth Avenue, through a Van Kannel door, and never a draft of wind to cause discomfort to customers and ill-health among employees or damage to merchandise.

"One of America's Great Stores," is the slogan of L. Bamberger & Co., Newark, N. J., which has been heard the world round from Station WOR. They use, as you see, "America's great door" — Van Kannel.



On Fifth Avenue, Tiffany & Company, world-famous jewelers have a beautiful entranceway in perfect keeping with the quality stones they keep. Yes, it's a Van Kannel entrance. A lovely one, too. In New Jersey, L. Bamberger & Company, one of America's great department stores and home of the radio broadcast station, WOR, is equipped with Van Kannel, and so, too, is the Braunstein-Blatt Department Store in Atlantic City, famous seaside resort.

Let's jump about the country a bit. The great house of Marshall Field & Company, Chicago, contains fifty Van Kannel doors, perhaps the largest number of revolving doors of any type ever installed for one firm. Of course they give the excellent service which is to be had from every Van Kannel. In St. Louis, the famous Barr Company; in Detroit, the J. L. Hudson Company; in St. Paul, the Montgomery Ward Company; Stewart and Company in Baltimore; Jordan Marsh Company in Boston; H. & S. Progue Company in Cincinnati; Halle Brothers in Cleveland; Rosenbaum Department Store in Pittsburgh;—are all users and endorsers of Van Kannels.

One great chain, the Besse Stores, uses Van Kannels in all its stores throughout New England. Below the Mason-Dixon Line in Old Virginia, the George McBain Company of Roanoke uses the same type of door. Satisfaction north and south.

Actiebolaget Nordiska Kompaniet in Stockholm, Sweden—the Grand Magasins Bonnard Bros., Lausanne, Switzerland—the City Dairy of Toronto, Canada—Tespes' Barber Shop in Paris, France—Pschorr Brewery in Munich—are some of the far-sighted foreign-land retail establishments Van Kannel equipped.

Jewelry—what a lure it holds for men, women and children. C. D. Peacock's retail jewelry store in Chicago is a showplace of the city. Its beautiful entrance is in keeping with its merchandise.



Master merchandisers! Men who recognize the value in modern equipment as they do in the quality of the stock they carry. Merchants who have accumulated in years of experience with the buying public, a keen sense of appreciation of what the public wants—men of vision who have raised their stores high above the level of the first crude trading rooms whose loft additions were built “nine feet above the ground.”

*The Kursaal
San Sebastian*



Before the boat sails
your needs in New
York can be supplied
by McCreery's Fifth
Avenue Store, one of
whose entrances is
shown here in color.





In the windy city. The counter displays in the Allerton Pharmacy, Chicago, Ill., are kept clean—unsoiled by the dust outside—by the Van Kannel door pictured here.

No matter where our travels take us, the name John Wanamaker will be recognized as that of a master merchandiser. The entrances are of the Philadelphia store.



V. K. IN THE WORLD OF INSTITUTIONS

THRILL to the romance of Institutions! Great grey and brown symphonies in steel and stone. Massive monuments to the advancement of society and science.

Public buildings, libraries, clubs, universities, recreation halls, hospitals, churches—in every conceivable style of architecture, constructed for every imaginable purpose, and placed in every climate in this great world.

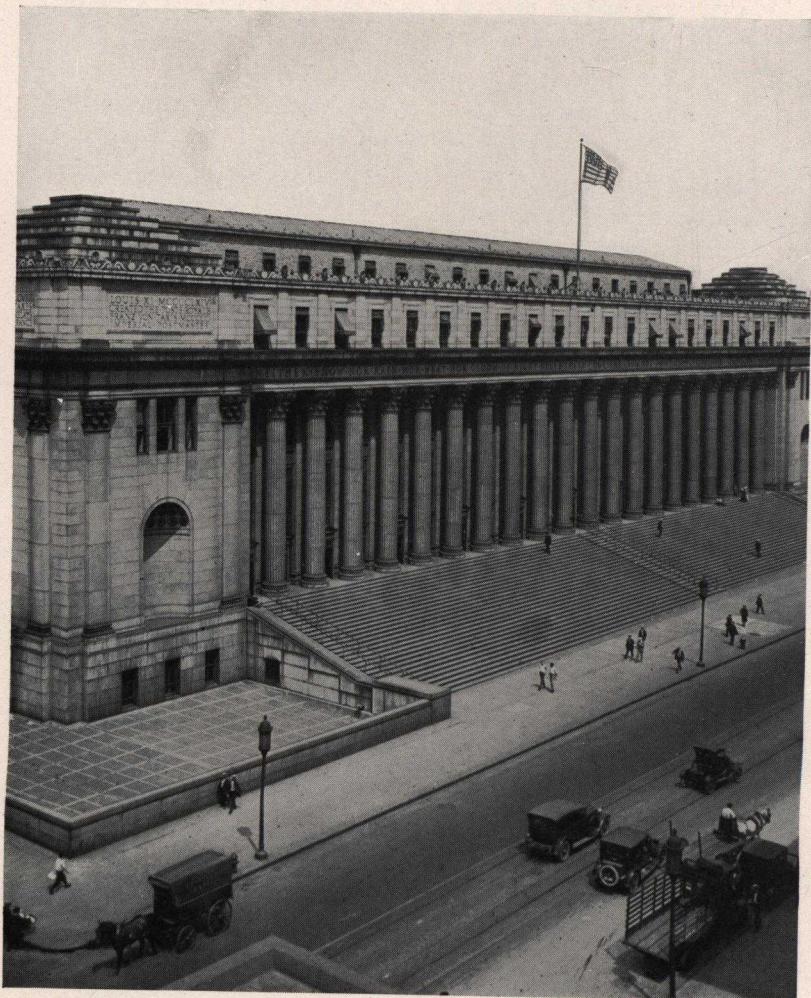
Suppose we begin with our own capitol building in Washington, D. C. Our great statesmen and even our president pass through the revolving leaves of Van Kannel. And thousands of visitors to the capitol every year are admitted to the building through this entrance. The city hall at San Francisco, California, The United States Post Office at Pocatello, Idaho, the Polk County Court House at Des Moines, Iowa, the State Capitol at Frankfort, Kentucky, the Municipal Court at Detroit, Michigan, the Post Office at Santa Fe, New Mexico, the Criminal Courts Building in New York City, the Customs House, Toronto, Canada, the State Capitol at Montpelier, Vermont, and the great Government Buildings at Fort Leavenworth, Kansas, are also served by Van Kannel Doors.

Libraries? Some of the many which protect their volumes from dust and dirt are: the Public Library, Denver, Colorado; Library of Wellesley College, Wellesley, Massachusetts; Public Library, Cincinnati, Ohio; and the State Library, Harrisburg, Pennsylvania.

Athletic Clubs, literary clubs, and social clubs alike have chosen Van Kannel to add to the beauty and efficiency

*The Celebrated Casino
at Monte Carlo.*





Thirteen entrances in a row are protected by Van Kannel Revolving Doors in this New York City post office. High up from the street, near the river, a prey to breezes, these doors protect clerks and callers.

of their entrances. In New York the Harvard Club, the N. Y. Athletic Club, the Racquet & Tennis Club, the Manhattan Club, the Whitehall Club, among others, are so equipped. In Boston the Boston City Club, in Chicago the South Shore Country Club, in Detroit the Fine Arts Club, in St. Paul, Minnesota, the Athletic Club, in Philadelphia, the Manufacturers' Club, in Pittsburgh the Duquesne Club, in Providence, Rhode Island, the Athletic Club, and in Seattle, Washington, the Arctic Club,—indeed to visit all the Van Kanned clubs we would have to tour this whole broad land of ours.

From Dartmouth College, Hanover, N. H., we jump to Champaign, Illinois, to the great University of Illinois, and from the Bienville Apartment in quaint, colorful New Orleans to an exclusive apartment at 300 Park Avenue, New York City and we find them all Van Kannel equipped.

Young Men's Christian Association buildings in Minneapolis, Minnesota, and Y. M. C. A.'s in New York City enjoy the same entrance perfection that characterizes the Excelsior Billiard Parlor in Havre, France, where the V. K. Revolving Doors are installed. Recreation as well as business and learning is served by Van Kannel.

Beautiful St. Joseph's Cathedral in Buffalo, New York, is fitted with one of the most exquisite entrance doors one may find anywhere. And, a far jump, let us look at the Notre Dame Cathedral in Paris. There, too, we find a Van Kannel door, serenely performing its duty under those fascinating gargoyles that adorn the roof of this great structure.

While we're in Europe let us move on down to San Sebastian, Spain. Here on the Bay of Biscay, a short distance



Shall we go to church on our trip around the world? The Old World will be full of attractive places of worship, of course, here is one worth seeing in the New World—St. Joseph's Cathedral, Buffalo, N. Y., entered through revolving doors, one of which is pictured.



Of course we must stop at the Capitol while in Washington, D. C., and we can start our sightseeing at this revolving door.

If the travels should fatigue, and we do not feel fit, the Pittsburgh Athletic Club would be a splendid place to recuperate. There one finds everything to conserve health, including doors by V. K.



from that fashionable playground, Biarritz, is the Club Cantabrica.

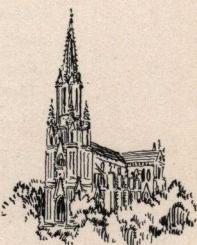
And there, in the entrance to this beautiful club, is another Van Kannel Door. Proud Castilians, gentlemen, sportsmen, descendants of the Spanish Grandees—each day pass in and out through this door which unconcernedly twirls for prince and pauper alike.

And now, before we return to America, let us glimpse the beautiful lake country of Switzerland. There in Montreux, lying in the heart of Europe, is one of the beauty spots of the world and the Kursaal, or public house is fitted with a Van Kannel door.

The Public Library at Kingston-on-Thames—City Hall at Montreal—Government Architects and Engineers Club in Berlin—the Paris, Lyons and Mediterranean Railroad station in Paris—to cite some more of the wide range of institutions which have been Van Kanneled.

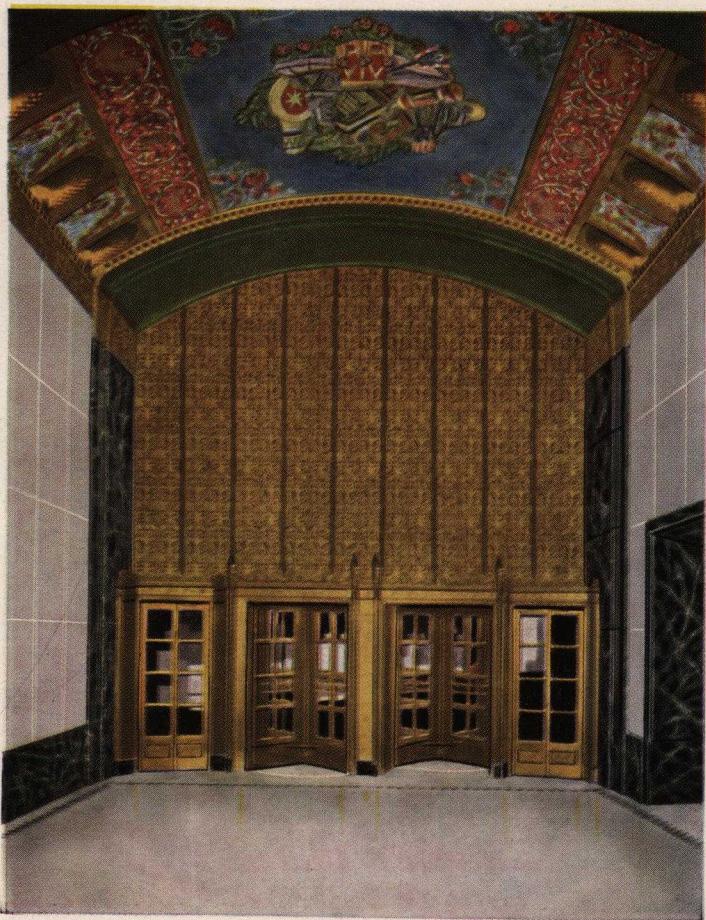
Yes, it's hard to find a country to which the Van Kannel door has not carried the message of better entrances. But we must return. Our time is up. As we ride up Fifth Avenue on our way home we pass the Mt. Sinai Hospital in New York City. This huge modern hospital is equipped with a safe, sane entrance. A Van Kannel revolving door keeps out the flying dust particles that carry contagious germs and shuts out the cold winds of winter.

*Buen Pastor Church
San Sebastian*





Or, if you prefer the seashore, take a trip to Atlantic City, N. J., and go to the Knights of Columbus Building, the entrance-way of which is shown above.



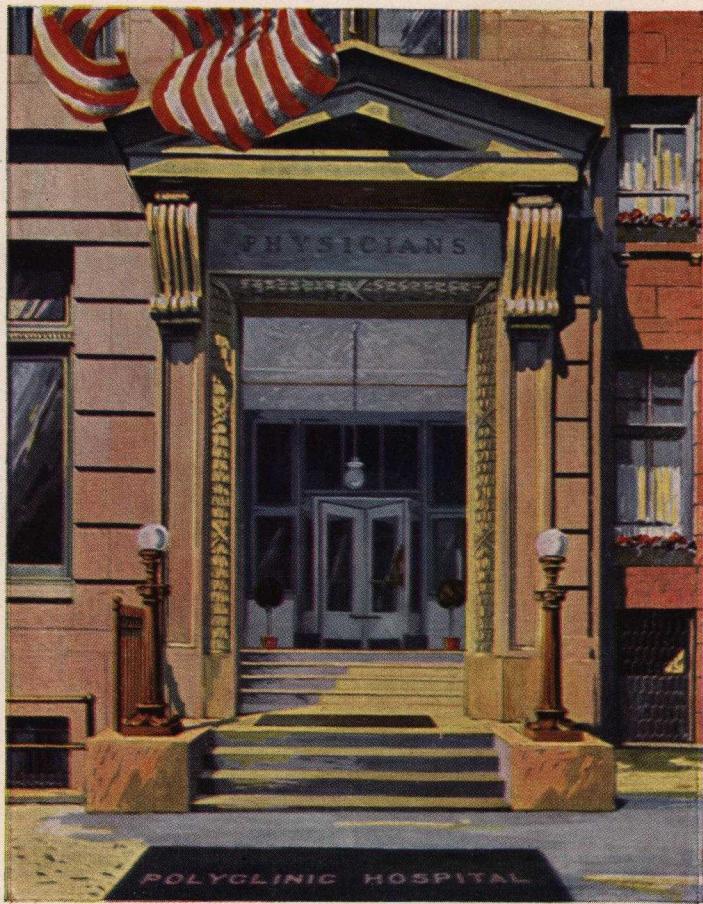
If we would telephone locally or abroad we can put that great institution, the telephone, to work for us. Here is the New York Telephone Building, downtown Manhattan, beautifully decorated with serviceable doors as shown.



Many an hour can be happily passed at the Museum of Natural Science, Buffalo, N. Y., and though the lake city is known to be breezy it will be comfortable within—thanks to the revolving door at the entrance.



Peace and quiet are obtained in this home of scientific mercy, Beth Israel Hospital, New York City, by the installation of a Van Kannel door.



The Polyclinic Hospital, in New York City, a painting of whose entrance, including the Van Kannel door, is shown on this page. How many, depressed and in ill-health, through this portal have passed to return again renewed in health and vigor.



How fitting that the entrance to such an institution as this should be equipped with the most efficient of all doors. It is the Board of Education Building in Pittsburgh, Pa., the door, of course, is Van Kannel.

EARLY DAYS IN AMERICA

BEFORE Van Kannel came to solve the door problem in America, many banks, hotels, apartment buildings, restaurants, office buildings, stores, lunch rooms, hospitals, libraries, clubs and other public institutions asked the modern man and woman to emulate the cave-dweller of early ages, rolling the mammoth boulder from before his door!

Retail establishments allowed frail women to pull and push, tug and haul, in order to force open a swinging door that they might enter and render a profit to the owner.

One of America's most prominent municipal buildings closed many of its entrances throughout the long winter months, and multitudes who came to visit it had to scurry around the building to find a door which outside air pressure and elevator shaft suction would permit to open.

Banks choosing prominent business sites because they desired good locations, were burdened with excessive floor space. This expensive space was wasted by unsightly storm doors, or vestibules with two sets of swinging doors.

Retail trade suffered in two ways! Prospective customers avoided hard-to-get-into stores. Corner locations brought additional crowds but added drafts which drove the prospects out and made the clerks near the doors ill. Valuable fabrics were ruined when the surging wind blew dust and dirt through the old-time swinging doors.

In hotels, though fuel bills were high, lobbies were cold and draughty, and guests had to flee to their rooms for warmth.

Hospitals, restaurants, and retail stores were obliged to waste space near the entrance because of wind and dirt.

More than one panic in office buildings and institutions resulted in loss of life owing to jammed doors.

In one respect modern man had advanced but little from the cave-dweller. Poor business, faulty ventilation, costly fuel expenditures, wasted floor space, dust, ill-health, and even death were the penalties he was paying for having neglected to improve in use a feature he had long recognized as being of the utmost importance, and one upon which immeasurable sums of money had been spent for beautification.

Then, in 1890, Theophilus Van Kannel invented the revolving door. Here was the entrance through which man was to find the way to better business, improved health, added capacity for handling crowds, better ventilation, economy of fuel, elimination of dust, saving of valuable floor space, and the prevention of traffic jammed doors. Here was the invention which completed man's emancipation from the dark ages!

For 15 years, until 1905, Theophilus Van Kannel remained at the head of the company which manufactured his invention. Through his efforts and under his wise management the revolving door was introduced to the world at large. The value of this type of entrance was quickly recognized, and man was not slow to grasp the opportunity of using it.

Today we may follow Van Kannel around the world. In our clubs, our office buildings, hotels, restaurants, banks, public institutions, even in our churches we may find the

Ann Hathaway's
Cottage



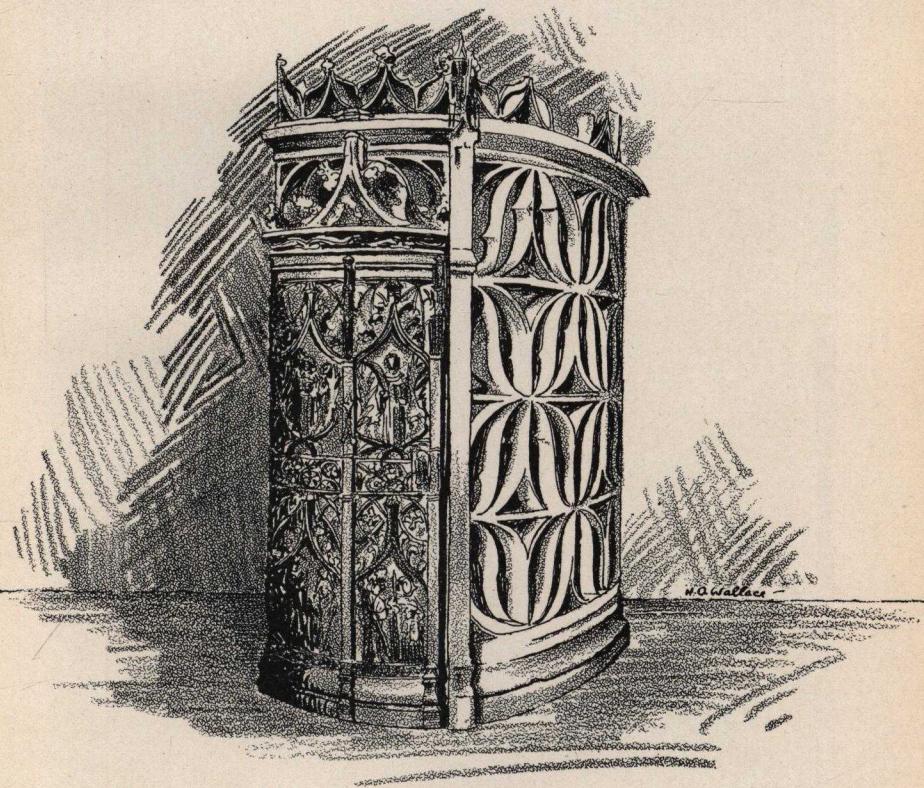
better entrances made possible by this invention. From San Francisco to the glamorous lands "East o' Suez" the ball-bearinged revolutions of Van Kannel permit millions of people daily to enjoy the convenience and safety of proper ingress and egress.

The larger cities of the frigid zone know Van Kannel doors as do the inhabitants of towns bordering the great arid deserts near the equator. In Canada, revolving doors shut out the icy blasts of winter and insure a warm even temperature within. In Africa, their quiet efficiency is a barrier to the sand and dust of the deserts, and they maintain the cool pleasant atmosphere pervading the lobbies of huge hotels. No surer test of satisfaction could possibly be desired.

During the war period the United States Government ruled Van Kannel doors an essential industry; the United States Fuel Administration found their installation made appreciable savings in coal. One office building on a test saved two and one half tons of coal in exactly three weeks.

Not only has Van Kannel installation proved itself economical in the matter of fuel consumption. Retail dealers, in a single winter season, through increased sales traceable to counters adjacent to a better equipped entrance have paid for installing them. And one restaurant by the use of additional tables near the entrance, made possible by a Van Kannel door, paid for its cost in a few weeks.

So all over the world we find these better entrances. In hot lands and cold lands, east and west, Van Kannels give the same smooth service, the same entrance protection.



The doorway pictured above is of the vintage B.V.K.
and is now in the Cluny Musee, Paris. But can it be
that this beautiful chapel entrance is the ancestor of
the modern revolving door?



An early Van Kannel installation. This unretouched photograph shows the Van Kannel door in the post office at Annapolis, Md., which has been in constant use for 26 years.

V. K. IN YOUR WORLD

WHAT part does Van Kannel play in *your* world? Do you still have to force your way through the old-type swinging doors on a windy day? Do you waste energy and enthusiasm which should be devoted to your business fighting your way through the congested crowds that inevitably result from those doors? Do you frequent the office, club, hotel, restaurant, or bank whose owner expects his patrons to employ the methods of a cave-dweller? Do you yourself own such a building?

If you are in either of the above categories you place your health and your life, or the health and life of your customers at the mercy of the elements and in the hands of chance just as surely as did Mr. Stonehatchet, or Mr. Charcoal Burner. But with this great difference: they knew no better. A boulder or a bundle of furze were the only doors they had ever seen—their only method of entrance protection. You have the inventive genius of Theophilus Van Kannel complemented by nearly forty years of continuous improvement upon which to rely. There can be no excuse in your case, for the way has been pointed out.

In the back of this booklet is a postal card which will introduce you to the world of better entrances. Return this card today and receive complete details of design, construction, and operation of the Van Kannel "better entrance" doors.

In the *New International Dictionary*, under "Storm Doors," you will find: "In modern buildings the necessity of storm doors is obviated....by the use of Van Kannel, or

Balmoral Castle
Aberdeen



revolving doors; these consist of four leaves at right angles to each other, revolving on a pivot in a cylindrical enclosure."

Is your building modern? Is the building you are planning to be modern? Whether you are Owner, Architect, Contractor, Manufacturer, Wholesaler, or Retailer you should write for valuable information of the passageway from the ancient and early days to modern distinctive better entrances—Van Kannel Revolving Doors, "always open, always closed."



And thus endeth our journey "Around the World with V. K." which was done into print by Journal Press, Inc., of Jamestown, New York, and bound in boards by Bunce-Kinder Company of Buffalo, N. Y., with which Louis H. Kinder of Roycroft fame is connected, all under the personal direction of The Robert E. Ramsay Organization, Inc., of New York City, on behalf of Van Kannel Revolving Door Company, makers of "Always Open—Always Closed" Van Kannel Revolving Doors. Van Kannel is represented in all of the principal cities by special representatives, and the home office and factory is at 716 Whitlock Avenue, New York, N. Y., to which latter point all inquiries should be addressed.

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